

CLAIM:

1. A process for product promotion, comprising the steps of:

2 providing a product;

incorporating card information into said product, said card information directing a purchaser to

4 a network address and including a code;

receiving a purchaser's inquiry at said network address;

6 receiving said code from said purchaser;

obtaining purchaser information from said purchaser;

8 informing said purchaser whether said purchaser has won a prize based on said code.

2 2. A process as claimed in claim 1, wherein step of incorporating card information into said product includes incorporating a card into packaging of said product, said card including said network address and said code.

2 3. A process as claimed in claim 1, wherein said network address is a world wide web address in the internet.

2 4. A process as claimed in claim 1, wherein said network address is a wide area network address.

2 5. A process as claimed in claim 1, wherein said network address is an address in an on-line service.

6. A process as claimed in claim 1, wherein said product is a product for sale at a retail

2 store.

7. A process as claimed in claim 1, wherein said product is a catalog.

8. A process as claimed in claim 1, wherein said step of obtaining said purchaser
information includes obtaining said purchaser's name and street address.

9. A process as claimed in claim 1, wherein said step of obtaining said purchaser
information includes obtaining said purchaser's e-mail address.

10. A process as claimed in claim 1, wherein said step of obtaining said purchaser
information includes obtaining said purchaser's telephone number.

11. A process as claimed in claim 1, wherein said step of obtaining said purchaser
information includes obtaining said purchaser's postal zip code.

12. A process as claimed in claim 1, further comprising the step of:
providing the purchase with a discount on subsequent purchases of said product.

jc
2/24/98

13. A process as claimed in claim 1, further comprising the step of:
providing the purchase with a game to play while connected to said network address.

14. A process as claimed in claim 1, further comprising the step of:
collecting purchaser identity information in a database.

15. A process as claimed in claim 14, further comprising the step of:
performing research on said database.

16. A process as claimed in claim 14, further comprising the step of:
sending promotional material to purchaser's in said database.

17. A process as claimed in claim 1, further comprising the steps of:
providing a secure area at said network address,
obtaining said code from said purchase, and
admitting said purchaser to said secure area upon entry of a valid code.

18. A method for promoting a product, comprising the steps of:
providing a plurality of cards each marked with an internet address and respective unique codes;
incorporating said plurality of cards into packaging of a corresponding plurality of product units,
each of said cards being incorporated into one of said product unit packages;
providing said product units for sale to purchasers;

6 providing a site at said internet address for access by said purchasers;
receiving connections from said purchasers at said site;
8 obtaining personal information from said purchasers at said site;
accumulating said personal information into a database;
10 receiving corresponding ones of said unique codes from said purchasers at said site; and
informing each of said purchasers of a status based on said unique codes while each of said
12 purchasers are connected at said site.

19. A method as claimed in claim 18, wherein said status is selected from the statuses
2 of winning and non-winning.

20. A method as claimed in claim 18, further comprising the steps of:
2 receiving an original of at least one of said cards from said purchasers; and
verifying said status corresponding to ones of said purchasers.

ADD A4